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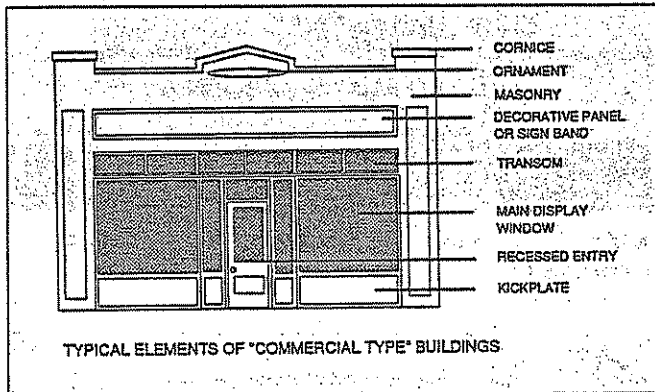
## CHAPTER 3: GUIDELINES FOR REHABILITATION OF "COMMERCIAL TYPE" BUILDINGS

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## CHAPTER 3: GUIDELINES FOR REHAB OF "COMMERCIAL TYPE" BUILDINGS

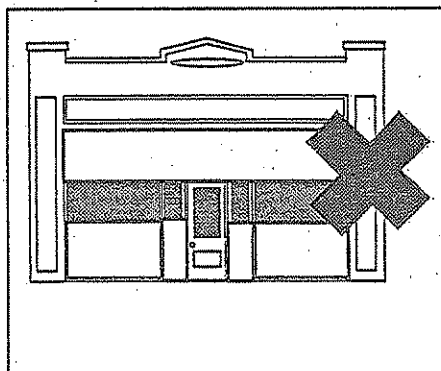


Most of the "Commercial Type" buildings are historic structures located in the core area, centered around the Plaza. THESE GENERAL CHARACTERISTICS OF A "MAIN STREET" BUILDING ARE TO BE RESPECTED IN ALL REHABILITATION PROJECTS:

1. The facade has ornament and detail that provides interest to pedestrians.
2. The first floor level has a large glass area that allows pedestrians to see goods and activities inside.
3. A kickplate supports the window.
4. The front of the store is placed immediately at the sidewalk edge, helping enclose the pedestrian zone.
5. Signs are sized and positioned to be read by pedestrians.
6. The second story, where it exists, is more solid than the first, with smaller windows.
7. Brick is the dominant building material.
8. The entrance is recessed.

IN ADDITION TO THE GENERAL  
REHABILITATION GUIDELINES,  
IN CHAPTER 2,  
THE FOLLOWING GUIDELINES APPLY:

### DISPLAY WINDOWS



#### Policy:

The traditional "storefront" image should be preserved at the street level. This will help to preserve the historic character of these buildings and to promote a pedestrian-oriented business environment.

#### 18. MAINTAIN THE LARGE DISPLAY WINDOWS THAT ARE CHARACTERISTIC OF THE ORIGINAL COMMERCIAL BUILDINGS.

- When replacing glass or restoring windows, maintain the original size and shape of the storefront opening.
- Where feasible, align the top of the display glass with others in the block. This line helps to reinforce the visual harmony of the Commercial Core Area.

- Opaque materials are not appropriate in the place of glass, because they diminish pedestrian interest as well as alter the historic character. Reflective mirror glass is also inappropriate.

**19. MAINTAIN THE LINE OF THE STOREFRONT AT THE SIDEWALK EDGE.**

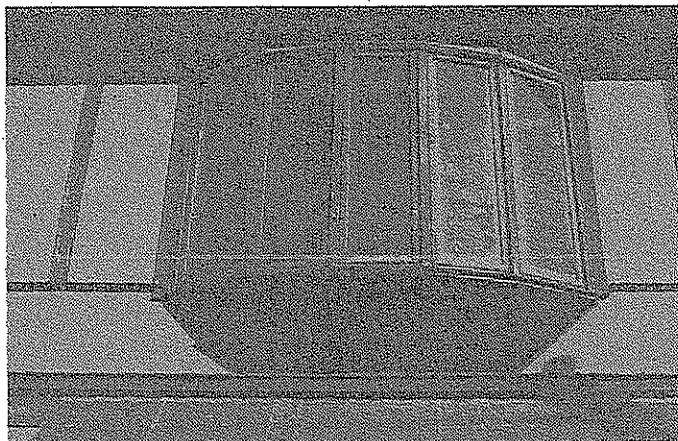
- Preserve the glass at this line, to define the pedestrian zone.
- If the original storefront is missing, replace it at this alignment.

**20. USE BAY WINDOWS WITH CAUTION.**

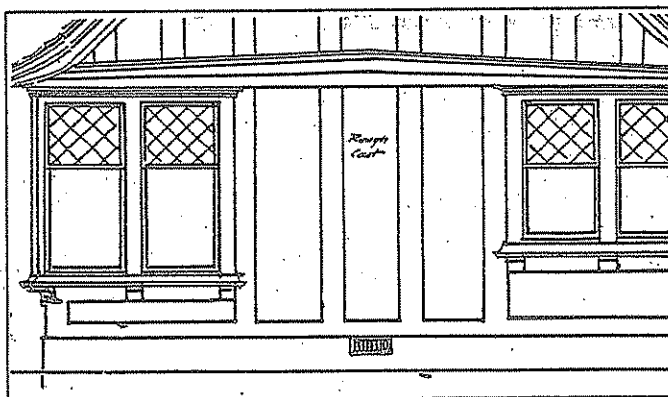
- Bay windows are not typical of most buildings in the Core Area.
- Use only the type of bay windows found historically in the Village.

**21. WINDOW FRAMES SHOULD HAVE A PAINTED OR BRONZED FINISH.**

- Unpainted wood and unfinished metal are inappropriate.

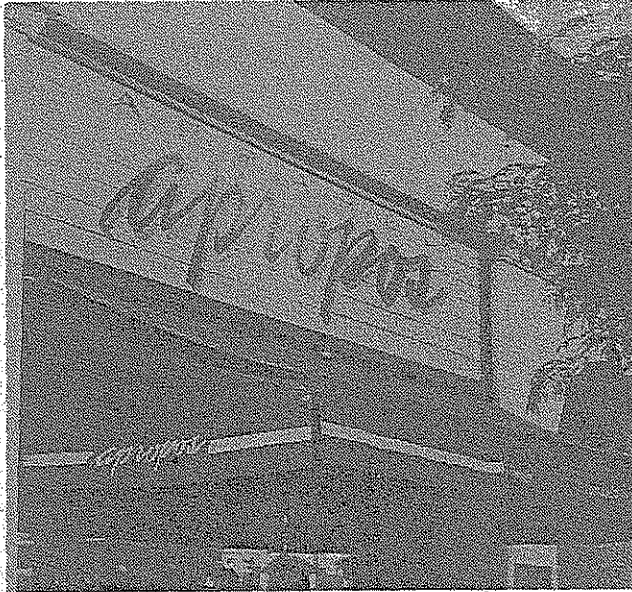


Guideline 20. Bay windows on traditional "Main Street" commercial buildings are inappropriate.



Guideline 20. This bay window design by Smith is appropriate only on cottage-type structures in the Core.

## TRANSOMS

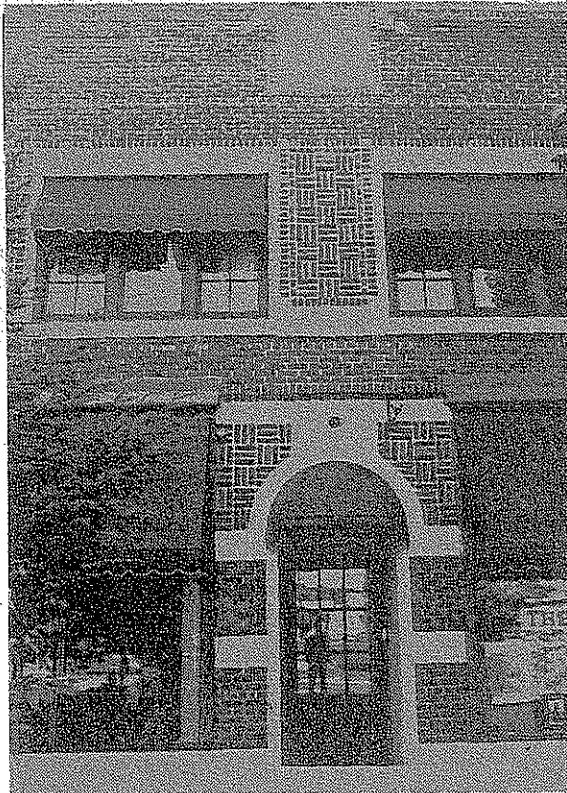


Guideline 22. The transom may be used as a sign if the original glass has already been removed.

### 22. PRESERVE THE TRANSOM (CLERESTORY) WHERE IT EXISTS.

- Use glass if possible. The purpose is to maintain the alignment of your storefront with others in the block. Glass is preferred, because it is a good source of light into the interior of your store.
- Or use the space as a sign or decorative panel. Keep the background a dark color, similar to the way glass is perceived.
- Retain the shape and proportions of the original opening.

## SECOND STORY WINDOWS



Guideline 23. Preserve the original size and shape of upper story windows.

### 23. PRESERVE THE ORIGINAL SIZE AND SHAPE OF UPPER STORY WINDOWS.

- Second floor windows are smaller, and vertically proportioned. Preserve this distinction between first and second floor windows.
- If awnings are used on upper story windows, they must match those on the first floor, in style and color.
- Shutters are inappropriate on commercial type structures.

## BUILDING ENTRANCES

### 24. MAINTAIN RECESSED ENTRIES WHERE THEY EXIST.

- Use doors with large areas of glass where feasible, as these will enhance the visibility of your business to customers.
- Recessed entries also help shelter pedestrians, and they help to clearly define your entrance.
- Hint: Provide a good quality door handle as a finishing touch to the entrance. It's the customer's first impression of the quality of your business.



Guideline 24: Maintain recessed entries where they exist.

## ROOFS

### Policy:

Roof lines should reinforce the original character of the Village Core.

### Guidelines:

### 25. PRESERVE ORIGINAL ROOF FORMS WHERE THEY CONTRIBUTE TO THE HISTORIC CHARACTER OF THE BUILDING.

- Most commercial type buildings present a flat parapet to the street. This form is encouraged, because the repetition of these horizontal lines contributes to the visual continuity of the area.
- Some roofs are hipped or gabled. Where sloping roofs are original, they should be preserved.
- Fake mansard and shed roofs are inappropriate, because they are out of character with the original facade designs.
- Preserve dormers where they exist.

### 26. MAINTAIN ORIGINAL ROOF MATERIALS WHERE THEY ARE VISIBLE TO THE STREET.

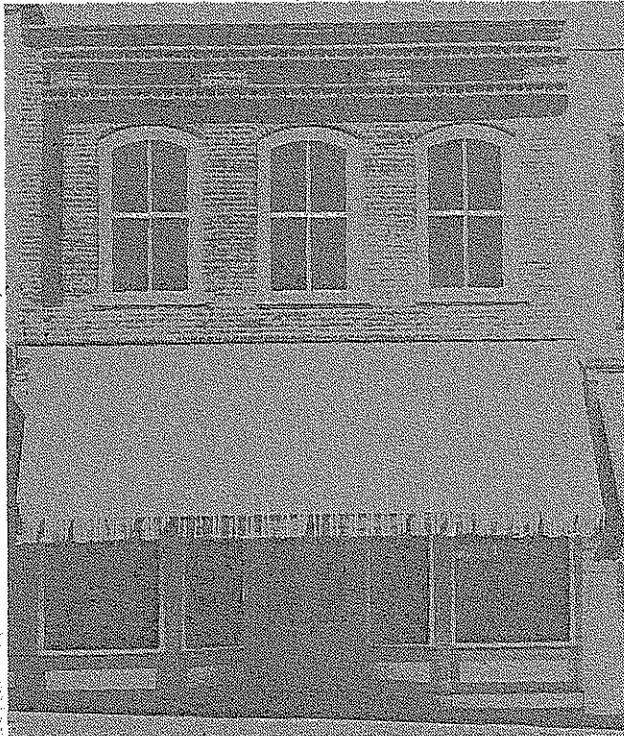
- Roof tiles are typical of the buildings designed by R.M. Hunt.
- Wood shingles were typical of buildings designed by Smith. However, asphalt shingles are appropriate substitutes if used in colors that resemble the original material.
- All roofs shall be a muted red color, in compliance with the intent of early deed restrictions.



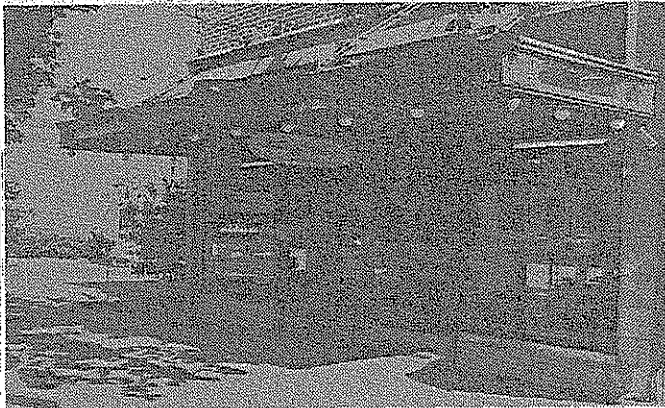
Guideline 25: Preserve original parapet details found on most "flat-roofed" buildings.



## AWNINGS



Guideline 27. Consider using fabric awnings to provide weather protection and create interest.



Guideline 27. On some buildings, flat-roofed canopies may be appropriate, where there is historic precedence for their being used on similar buildings.

### 27. CONSIDER USING FABRIC AWNINGS TO PROVIDE WEATHER PROTECTION AND CREATE INTEREST.

- The awning should fit the dimensions of the storefront opening, to emphasize these proportions. It should not obscure ornamental details.
- Mount the top edge to align with the top of the transom, or to align with the framing that separates the transom from the main display window. This will help strengthen the visual continuity of storefronts.
- Coordinate the color of the awning with the color scheme for the entire building. Fabric awnings are encouraged.
- They may be fixed or operable. (Fixed awnings will wear longer, but operable ones have the flexibility of being changed with weather and light conditions. Awnings will wear, and this should be acknowledged as an operating cost of doing business. Awnings can be changed every few years for a fresh look.)
- Use matte finishes on awning materials.
- Internal illumination of an awning is inappropriate.
- Refer to the HRC color palette for trim and accent colors.
- On some buildings, flat-roofed canopies may be appropriate, where there is historic precedence for their being used on similar buildings. Consider painting the edge of the canopy with a color that matches other trim on your building. This will help tie it into the overall composition.
- Other sloped awnings, such as metal slats and wood shingle, are inappropriate.

**WHEN REHABILITATING PLAIN FRONT  
BUILDINGS,  
USE THESE GUIDELINES:**

**(In addition to the others in this Chapter)**

Some buildings in the Village are later commercial-type structures that lack historic features or even modern ornamentation. Many were built as simple fronts, others are actually cover-ups on older buildings. If your building seems "plain," consider these options:

**PLAIN FRONTS**

**28. WHENEVER FEASIBLE, UNCOVER ORIGINAL FACADE MATERIALS.**

- In some cases, original building fabric of historic significance will be hidden.
- These original materials are often more durable, and more interesting than later coverings.
- They may also provide an overall design idea for more extensive rehab.

**29. IF UNCOVERING IS NOT FEASIBLE, DEVELOP A NEW DESIGN THAT WILL REINFORCE THE GENERIC CHARACTERISTICS OF OTHER BUILDINGS IN THE BLOCK.**

- Develop a new contemporary facade, using the traditional storefront elements described above, or:
- Develop a simple design using these three basic elements: a unified paint scheme, an awning and a sign.
- In either case, align design elements with neighboring structures, and seek to repeat patterns of window shapes, trim and roof forms where feasible.
- If the project is so extensive as to be almost entirely a new facade, refer also to design ideas for new construction in Book 3.



Guideline 29. If uncovering is not feasible, develop a new design that will reinforce the generic characteristics of other buildings in the block.